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I claim:

5) what

nack comprising:

an insulated compartment;

an auxiliary compartment mounted next to said insulated compartment; a mount for attaching said pack to another object; said auxiliary compartment having

> a receptacle of a size for receiving a telephone handset, another receptacle of a size for receiving a wallet, and a closure securable in a closed position to conceal the contents of

said receptacles.

The pack of claim 1 wherein said pack has a second mount for inhibiting swaying
of said pack relative to the object to which the first mount is attached.

3. The pack of claim 1 wherein said pack includes a see-through pocket mounted externally to said auxiliary compartment of a size to receive a golf ball therein.

4. The pack of claim 1 wherein:

said pack has a leading panel for placement adjacent to the object to which
said first mount is attached, a pair of side regions, a trailing region,
a bottom and a top;

a see-through pocket is mounted to one of said side regions; and said see-through pocket has an access lip having a leading portion and a trailing portion, said leading portion having a greater altitudinal dimension relative to said pocket than said trailing portion.

- 5. The pack of claim 1 wherein said pack has a lid, said lid has a handle, and said handle has a reinforced attachment to said lid, whereby, when said lid is closed, said pack can be carried by said lid.
- The pack of claim 5 wherein said insulated compartment has a substantially impermeable liner, and said liner can be inverted to facilitate washing thereof.
- The pack of claim 6 wherein said insulating compartment has a thermal transfer medium holder, and said holder is vented.
- The pack of claim 1 wherein:
 - said insulated compartment has an opening;
 - said pack has a lid for closing said opening, said lid forming an upper region of said pack;
 - said insulated compartment has a substantially impermeable liner attached about said opening; and
 - said liner can be inverted to facilitate washing thereof.
- The pack of claim 1 wherein said auxiliary compartment includes a key holder.
- The pack of claim 9 wherein said key holder includes a lanyard secured within said auxiliary compartment.

The pack of claim 1 wherein:

said pack has a lending portion a trailing region, a pair of side regions, a top region and a bottom region,

said auxiliary compartment is mounted to said trailing region;

one of said side regions has a see-through side pocket, said pocket having a leading edge, a trailing edge and an opening between said leading and trailing edges;

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said leading edge being longer than said trailing edge:

said auxiliary compartment has a see-through vented golf ball pocket mounted externally thereto;

said insulated compartment has an opening having a circumferential lip,
and a substantially impermeable liner mounted thereto about said
lip, said liner being invertible to facilitate washing thereof;

said top region including a lid for closing said opening and said lid has a handle attached thereto by reinforced handle attachments.

A pack comprising:

an insulated dompartment;

- a first mount for carrying the weight of said pack, located on an upper region of said pack for attachment to another object;
- a second mount located on a lower region of said pack for attachment to the other object to inhibit swaying of said pack about said first mount.
- 13. The pack of claim 12 wherein said pack is reinforced at the location at which said first mount is attached to said pack.
- 14. The pack of claim 12 wherein said pack is reinforced at the location at which said second mount is attached to said pack.
- 15. The pack of claim 12 wherein said first mount is a quick release hanging mount and said second mount is a cinch strap.

The pack of claim 12 wherein said pack further comprises:

a soft shell wall;

a lower girth reinforcement for carrying loads to said second mount; and

- 17. The pack of claim 12 wherein said pack further comprises an upper girth
- 18. The pack of claim 12 wherein said pack further comprises:

a soft shell wall having leading portion, a trailing portion, a pair of side portions, and a bottom portion, said soft shell portion having an opening in said upper region, said opening having a rim;

a lid for closing said opening;

The pack of claim 18 wherein said

The pack of claim 18 wherein said lid has a carrying handle, is moveable to a closed position, and has a securable closure whereby said pack can be carried by said carrying handle in said closed position.

The pack of claim 18 wherein:

said soft shell wall is an insulating wall and forms the boundary of said insulated compartment; and

said auxiliary compartment is mounted externally of said soft shell wall.

- 21. The pack of claim 8 wherein said pack includes a see through pocket located externally on said soft shell wall and has an access opening that is tapered from a tall leading portion to a short trailing portion.
- 22. The pack of claim 18 wherein:

said soft shell wall is an insulating wall bounding said insulated

said insulated compartment has a substantially impermeable liner mounted therein; and

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said liner can be inverted to facilitate washing thereof.

23. The pack of claim 18 wherein:

said soft shell wall is an insulating wall and forms the boundary of said insulated compartment;

said duxiliary compartment is mounted externally of said soft shell wall; said pack includes a see-through pocket located externally on said soft shell wall and has an access opening that is tapered from a tall leading portion to a short trailing portion;

said insulated compartment has a substantially impermeable liner mounted to said rim; and

said liner can be inverted to facilitate washing thereof.

24. A pack for mounting to a golf bag comprising:

an insulated compartment and an auxiliary compartment having a closure for concealing the contents thereof, a first mount for carrying the vertical load of said pack located on an upper region of said pack for attaching said pack to the golf bag;

a second mount located on a lower region of said pack for attaching to the golf bag at a different location than the first mount.